

# REQUEST FOR COUNCIL ACTION

CITY OF SAN DIEGO

1. CERTIFICATE NUMBER  
(FOR AUDITOR'S USE ONLY)

104

TO:  
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):

Qualcomm Stadium

3. DATE:

6/15/2007

11/20

4. SUBJECT:

Rental Fee Schedule - Qualcomm Stadium

5. PRIMARY CONTACT (NAME, PHONE &amp; MAIL STA.)

Erik Stover, 619-641-3102, MS 34

6. SECONDARY CONTACT (NAME, PHONE &amp; MAIL STA.)

Mike McSweeney, 619-641-3126, MS 34

7. CHECK BOX IF REPORT TO  
COUNCIL IS ATTACHED ☒

## 8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	10330			
DEPT.	930			
ORGANIZATION				
OBJECT ACCOUNT				
JOB ORDER				
C.I.P. NUMBER				
AMOUNT	\$0.00			

9. ADDITIONAL INFORMATION / ESTIMATED COST:

The rate card was last adjusted in 2004. These rate adjustment are expected to generate approximately \$50,000 in revenue for fiscal year 2008.

## 10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	<i>[Signature]</i>	6/15/07	8	DEPUTY CHIEF	<i>[Signature]</i>	10/31/07
2	EAS	<i>[Signature]</i>	6/22/07	9	COO	<i>[Signature]</i>	10/4/07
3				10	CITY ATTORNEY	<i>[Signature]</i>	6/16/07
4	LIAISON OFFICE	<i>[Signature]</i>	7/18/07	11	ORIGINATING DEPARTMENT	<i>[Signature]</i>	
5	FM	<i>[Signature]</i>	9/25/07		DOCKET COORD.	<i>[Signature]</i>	
6	AUDITOR	<i>[Signature]</i>	11/30/07		COUNCIL LIAISON:	<i>[Signature]</i>	
7					COUNCIL PRESIDENT	<i>[Signature]</i>	

11. PREPARATION OF:

☒ RESOLUTION(S)☐ ORDINANCE(S)☐ AGREEMENT(S)☐ DEED(S)

11A. STAFF RECOMMENDATIONS:

Approve rate increases for fiscal year 2008

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S):

All Council Districts

COMMUNITY AREA(S):

All Community Areas

ENVIRONMENTAL IMPACT:

This activity is not a project and therefore not subject to CEQA per CEQA Guidelines Section 15060 (c) (2)

HOUSING IMPACT:

None

OTHER ISSUES:

None

**EXECUTIVE SUMMARY SHEET**  
CITY OF SAN DIEGO

DATE ISSUED: June 15, 2006 REPORT NO:  
ATTENTION: Council President and City Council  
ORIGINATING: Qualcomm Stadium  
DEPARTMENT:  
SUBJECT: Qualcomm Stadium Fee Schedule  
COUNCIL DISTRICT(S): All Districts  
CONTACT/PHONE NUMBER: Erik Stover, Qualcomm Stadium Manager, 619-641-3102

REQUESTED ACTION: Amend existing Fee Schedule for Qualcomm Stadium.

STAFF RECOMMENDATION: Amend the existing Fee Schedule for Qualcomm Stadium to match the attached proposal.

EXECUTIVE SUMMARY: The purpose of the Fee Schedule is to establish a rate card for the rental of Qualcomm Stadium and the parking lot. The Fee Schedule was last revised in 2004.

The majority of the rate changes effect parking lot events. The value of the parking lot space has been driven higher through the RFP process for events such as auto sales and RV sales. With similar RFPs planned for fiscal year 2008, it is essential that the Stadium have a Fee Schedule that is comparable to the rates the current RFP contracts. In addition, the demand for parking lot space has continued to increase to the point that Stadium staff have limited dates to offer potential new clients. Increasing the Fee Schedule will ensure that the City maximizes profits while managing the supply of available dates. The new rate schedule does not apply to events, such as auto sales, which are contracted through an RFP process. The proposed Fee Schedule does not include a rate change for Stadium events that use the playing field. The current rates provide the Stadium staff enough flexibility to negotiate a fair market deal with promoters of concerts, soccer games and special events.

Finally, the proposed Fee Schedule introduces a "charitable mini-rate" of \$250. This rate is proposed to ensure that the City recoups its expenses for events promoted by not-for-profit organizations intended to benefit the public in general. Currently, the Stadium staff is inundated with requests to use the parking lot for free. These requests and the subsequent staff support of these events have a negative impact on our day-to-day operations.

FISCAL CONSIDERATIONS: The increased fees are expected to generate at least \$50,000 in additional revenue during fiscal year 2008.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: The last Fee Schedule increases were approved by the Council in 2004.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The proposed changes were first discussed at the Qualcomm Stadium Advisory Board meeting on Thursday, November 9. This issue also appeared on the agenda for the meetings in December, January, February, March, April and May but did not go to vote for various reasons. The Advisory Board unanimously approved the proposed Fee Schedule on Thursday, June 14 (vote 5-0).

KEY STAKEHOLDERS AND PROJECTED IMPACTS: The proposed Fee Schedule revisions will increase the Stadium's revenue by at least \$50,000 for fiscal year 2008. These changes will be more in line with market value while remaining affordable for long-time Stadium tenants.

WME 6/15/07

Originating Department

VH

Deputy Chief/Chief Operating Officer

**Qualcomm Stadium Proposed  
Fee Schedule For Fiscal Year 2008**

Page 1

Type of Event	Current Rates	FY 08 Rates
<b>Field Event</b>		
Non-Profit	\$10,000 per day vs. 10% of gross ticket sales, whichever is greater	\$10,000 per day vs. 10% of gross ticket sales, whichever is greater
For Profit	\$15,000 per day vs. 10% of gross ticket sales, whichever is greater	\$15,000 per day vs. 10% of gross ticket sales, whichever is greater

<b>Plaza Concourse</b>		
Ticketed Event	\$2000 per day vs. 10% of gross ticket sales, whichever is greater	\$2000 per day vs. 10% of gross ticket sales, whichever is greater
Non-Ticketed Event	\$2000 per day	\$2000 per day

<b>Parking Lot Rates</b>		
Non-Profit Weekday	\$750	\$1,000
Non-Profit Weekend	\$1,500	\$2,000
For Profit Weekday	\$1,500	\$2,000
For Profit Weekend	\$2,000	\$4,000
Commercial Events	\$1250-\$4000	\$5,000
Event Parking Car*	\$16	\$16
Event Parking RV*	\$46	\$46

<b>Practice Field</b>		
Tailgate Parties/Special Events	\$150-\$2000	\$250-\$3000
Athletic Event	\$15-\$25 per hour	\$150 per hour

<b>Filming</b>		
Stadium	\$2500-\$10,000	\$2500-\$10,000
Parking Lot	\$1000-\$3000	\$1000-\$3000

**Qualcomm Stadium Proposed  
Fee Schedule For Fiscal Year 2008**

**Page 2**

<b>Type of Event</b>	<b>Current Rates</b>	<b>FY 08 Rates</b>
<b>Permits</b>		
Catering Permit	\$25	\$150
Keg Permit	\$25	\$150
Sidewalk Use Permit	\$25	\$50
Media Event Permit	\$50 per event or \$500 per year	\$250 per event or \$2500 per year
Charitable/Mini Rate**	NA	\$250 per day plus expenses

**Notes:**

Any ticketed event in the stadium, parking lot, practice field, concourse area is subject to the 10% vs. gross ticket sale percentage.

Move in/out dates are charged at 50% of the published rate for the category of event.

\*Parking fees may not exceed the established fee, but they may be adjusted downward to remain consistent with the price scaling of the event.

**\*\*Charitable/MINI Rate:** Rate is intended for a not-for-profit 501c3 corporation or public benefit corporation located in the City of San Diego that conducts a general public benefit activity (not just for the members). At a minimum, the rate shall provide the stadium with a fee that covers all administrative costs for the non-profit use, but may also include additional fees for direct expenses incurred by the City. This rate is intended for groups that might not otherwise afford the non-profit rate, but protects the stadium from losing money by supporting such events. Rate is not available to current tenants and is intended for community outreach efforts.

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

A RESOLUTION AUTHORIZING THE AMENDMENT TO  
THE EXISTING FEE SCHEDULE FOR QUALCOMM  
STADIUM TO ESTABLISH A RATE CARD FOR THE  
RENTAL OF QUALCOMM STADIUM AND THE PARKING  
LOT.

WHEREAS, the purpose of the Fee Schedule is to establish a rate card for the rental of  
Qualcomm Stadium and the parking lot; and

WHEREAS, the Fee Schedule was last revised in 2004; and

WHEREAS, the majority of the rate changes effect parking lot events; and

WHEREAS, the value of the parking lot space has been driven higher through the RFP  
process for events such as auto sales and RV sales; and

WHEREAS, the proposed Fee Schedule does not include a rate change for Stadium  
events that use the playing field; and

WHEREAS, the proposed Fee Schedule introduces a "charitable mini-rate" of \$250.  
This rate is to ensure that the City recoups its expenses for events promoted by not-for-profit  
organizations intended to benefit the public in general; and

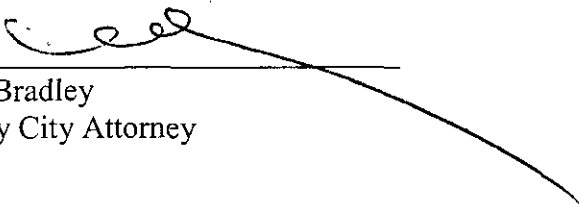
WHEREAS, the increased fees are expected to generate at least \$50,000, in additional  
revenue during fiscal year 2008; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Amended Rental  
Fee Schedule for Qualcomm Stadium, on file in the office of the City Clerk as Document No.  
RR \_\_\_\_\_, is hereby approved.

BE IT FURTHER RESOLVED, that this activity is not a project and therefore not subject to CEQA per CEQA Guidelines section 15060(c)(2).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By

  
\_\_\_\_\_  
Todd Bradley  
Deputy City Attorney

TB:bas

07/23/07

Or.Dept:READ

R-2008-98

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor